



# **Regional Jobs Initiative**

**Creating a Strong Economy in Central California**

## **Overview of 2004**

# Fresno Regional Jobs Initiative

## 2004 in Review

1. **Organized Industry**: Developed clusters in each target industry, established their priorities for growth, and developed “action plans”
2. **Aligned Resources**: Realigned community resources to support industry priorities and began “action plan” implementation
3. **Initiated Advocacy Efforts**: Began development of region-wide effort to advocate for unique needs of the San Joaquin Valley

# Fresno Regional Jobs Initiative

## 1. Organized Industry

- **Launched 8 New Industry Clusters:** Agile Manufacturing, Advanced Logistics and Distribution, Call Centers, Construction, Food Processing, Health Care, Innovative Energy, Tourism
- **Water Technology:** Ongoing
- **380 Businesses Engaged:**

Agile Mfg = 32	Logistics = 30	Call Centers = 7
Const = 48	Food = 40	Health Care = 8
Tourism = 75	Water = 140	
- **Approximately 6,013 hours volunteered** by industry cluster and civic leaders



# Fresno Regional Jobs Initiative

## 1. Organized Industry

- **Identified Industry Priorities for Growth:**
  - Workforce
  - R&D/“Best Practices” Support
  - Collaborative Marketing Efforts
  - Improved Public Infrastructure
  - Public Policy

# **Fresno Regional Jobs Initiative**

## **2. Aligned Resources**

- **24 agencies and non-profits and 3 elected bodies actively engaged in RJI's Implementation Task Force and Leadership Council**
- **Significant support provided by Fresno State, Fresno Business Council, EDC, WIB, SCCCD, Fresno Chamber, City of Fresno, City of Clovis, and County of Fresno**

# Fresno Regional Jobs Initiative

## 2. Aligned Resources

- **Workforce Development and Job Readiness**

- \$1 million invested by WIB for training in target industries
- “High demand” job assessments completed for **21 (?)** occupations in health care and manufacturing; construction assessment underway
- **#?** Training programs assessed for ability to meet employer standards
- Workforce Connection on-line “jobs board” launched

# Fresno Regional Jobs Initiative

## 2. Aligned Resources

- **Workforce Development and Job Readiness**

- “Job Readiness” certificate program launched with cooperation among **WIB, County of Fresno, SCCCD, and Adult Schools**
- ?# job seekers assessed with Work Keys instruments with ?# testing “**competent for any job**” (insert numbers and language from Pam and Julie)
- “Hot Jobs” campaign launched by WIB to recruit workers into high demand jobs in manufacturing and health care; ??# community college students participated in manufacturing company tours



# Fresno Regional Jobs Initiative

## 2. Aligned Resources

- **R&D/“Best Practices” Support**

- International Center for Water Technology to break ground Winter 2005
- Additional “centers of excellence” initiated for manufacturing, logistics and construction
- “Best practices” workshops held on improving logistics and developing front-line supervisors; additional programs in development
- Secured designation as “innovative energy” demonstration project
- Developed partnership with NISTAC to import patents into Valley firms for business expansion



# Fresno Regional Jobs Initiative

## 2. Aligned Resources

### • Collaborative Marketing Efforts

- [www.Fresnocallcenters.com](http://www.Fresnocallcenters.com) and [www.CentralValleyConstruction.com](http://www.CentralValleyConstruction.com) launched for industry collaboration, employment recruitment, and business recruitment
- ??# manufacturers and ??# construction firms surveyed for joint promotion efforts
- Established Regional Tourism and Visitors Authority to promote the region as a tourism destination
- (Fill in info from EDC about X# of site selectors toured in target industries or X# of trade shows we participated in)

# Fresno Regional Jobs Initiative

## 2. Aligned Resources

- **Improved Public Infrastructure**

- Completed engineering assessments of industrial park space in City of Fresno to support target industries
- Established North Avenue as a priority for local transportation funding in support of distribution industry
- Developed technology infrastructure “request for proposals” to attract enhanced telecommunication investment
- Initiated campaign for interstate designation for SR 99
- Regional Transportation Study in development

# **Fresno Regional Jobs Initiative**

## **3. Initiated Advocacy Efforts**

- **State Interagency Task Force**
- **Interstate designation for state route 99**
- **Reauthorization of and improvements to Federal Interagency Task Force**
- **\$600,000 in FY '05 Federal funds**
- **CRS report on the San Joaquin Valley requested by Rep. Nunes**
- **Developing region-wide effort for advocacy in Sacramento and Washington, D.C., including the “Valley Caucus”**



# **Fresno Regional Jobs Initiative**

## **Other Progress**

- **Incorporation of RJI goals into many City of Fresno, City of Clovis and County of Fresno efforts**
- **E-Government and other customer service efforts**
- **Development of the “creative community” through Creative Fresno and other arts and cultural groups**
- **Central Valley Business Incubator is nurturing ?? start-up businesses**
- **Central Valley Fund in development**
- **Community efforts to transform Fresno Unified School District**

# Fresno Regional Jobs Initiative

## Job Growth

Industry	Total Jobs 2003	Job Growth Jan-Dec '04	Percent Change
Manufacturing	11,900	0	
Food Processing			
Health Services	32,200		
Logistics	8,800		
Info Processing	18,000		
Construction	20,000		
Tourism*	<u>14,000</u>	<u>N/A</u>	
Subtotal	104,900		
<u>Other Non-Farm Jobs</u>	<u>210,000</u>		
<b>Total Non-Farm Jobs</b>	<b>314,900</b>		

Source: California Employment Development Department

# Fresno Regional Jobs Initiative

## Stages of Economic Competitiveness

